

# STRUXURE

# Brand Guidelines

StruXure

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# Overhead Brand

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StruXure

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# Main Logotype & Mark

The logotype, StruXure, implies the product and creates a memorable brand name. The logo mark furthers that by having the X stand out from the rest of the mark. The primary logo is dark gray and orange on a light back ground, but if the logo needs to be used on a dark background, the reverse should be used.

## Logo Lockups

STRUXURE™

## Logo Mark



## Legacy Logo

\*retired mark, not to be used moving forward

STRUXURE™  
OUTDOOR

STRUXURE™



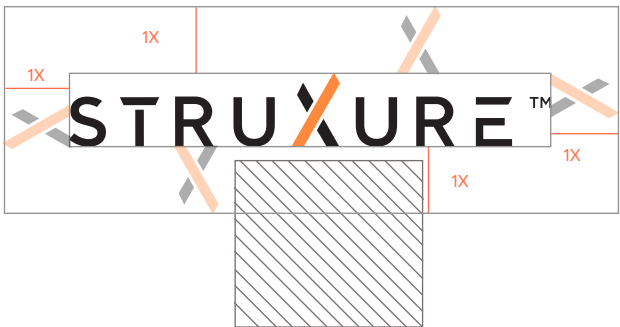
# Spacing & Placing

To protect the integrity of the logo, there should always be adequate spacing between the logo and other visual elements. The minimum distance between the logo and other elements should be no less than the height of the the logo mark, as indicated below.

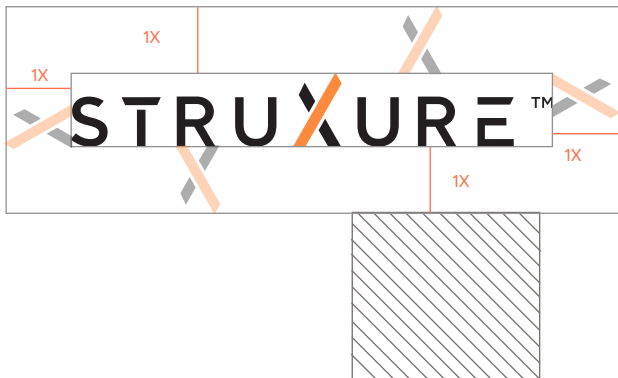
✓ **Minimum Logo Padding**



✗ **Inadequate Logo Padding**



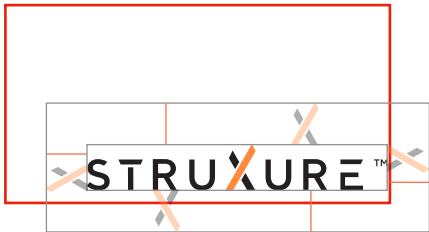
✓ **Adequate Logo Padding**



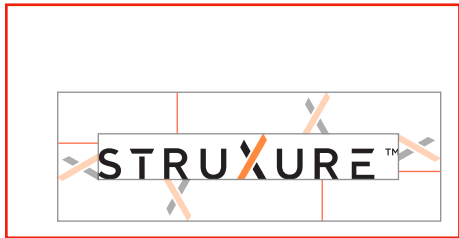
✓ **Minimum Logo Size**



✗ **Inadequate Distance from Edge**



✓ **Adequate Distance from Edge**



# Lock-Up Usage

## ✓ Proper Logo Usage

STRU<sup>X</sup>URE™

Color logo on no background

STRU<sup>X</sup>URE™

White logo on dark background

STRU<sup>X</sup>URE™

White logo on solid colored background

STRU<sup>X</sup>URE™

Logo on image with good contrast

## ✗ Improper Logo Usage

STRU<sup>X</sup>URE™

Alternative logo layouts

STRU<sup>X</sup>URE™

Logo lock-up in non-branded colors

STRU<sup>X</sup>URE™  
OUTDOOR

Legacy Logo Lock-up

STRU<sup>X</sup>URE™

Logo on image with poor contrast

# Service Mark Usage

## ✓ Proper Logo Mark Usage



Color mark on no background



Reverse mark on dark background



White logo on solid colored background



Logo on image with good contrast

## ✗ Improper Logo Mark Usage



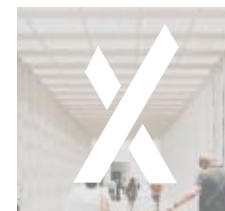
Alternative logo layouts



Logo mark in non-branded colors



Logo Mark boxed or with dramatic shadows



Logo on image with poor contrast



# Typography

## Primary Typeface

### Red Hat Display Black

Google Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!#\$%&+

### Red Hat Display Reg

Google Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!#\$%&+

## Typography Hierarchy Ex.

h1 **Lorem Ipsum Dolor  
sic Amet.**

h2 Lorem ipsum dolor sit amet, consectetur  
adipiscing elit.

h3 Lorem ipsum dolor sit amet.

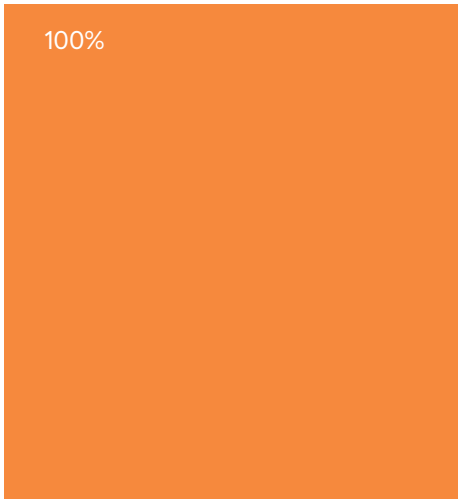
h4 Lorem ipsum dolor sic amet.

h5 Lorem ipsum dolor sic amet.

p Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque placerat  
bibendum augue eu vestibulum. Pellentesque sagittis nec orci quis mattis.  
Nullam ex ante, dignissim non placerat in, varius id.

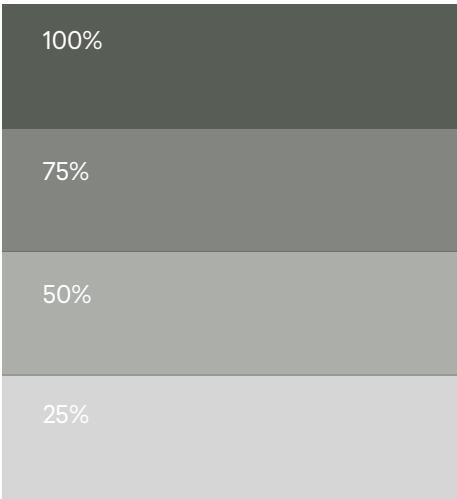
# StruXure Colors

## Sunshade



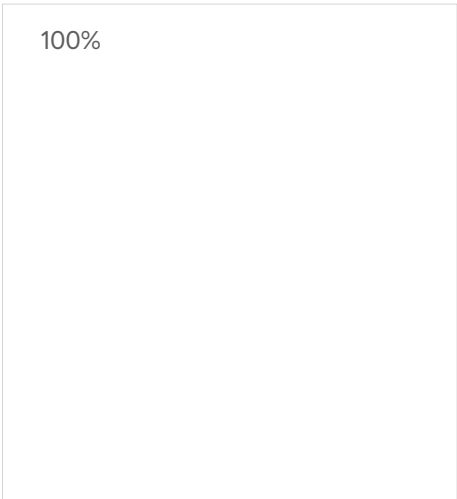
HEX	#F6893D
CMYK	C 0% M 71% Y 72% K 0%
RGB	r243 g190 b60
PMS	144 U

## Dusk



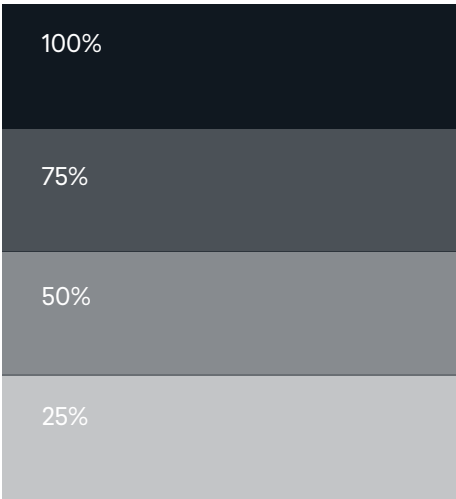
HEX	#5A5D58
CMYK	C 59% M 41% Y 51% K 60%
RGB	r83 g93 b89
PMS	Black 3 U

## Bright White



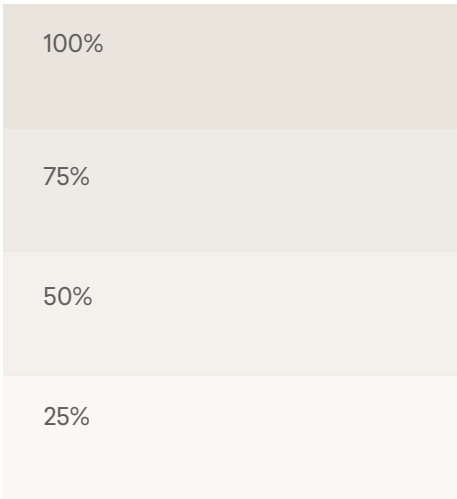
HEX	#5A5D58
CMYK	C 0% M 0% Y 0% K 0%
RGB	r255 g255 b255
PMS	11-4011 TP Brilliant White

## Black



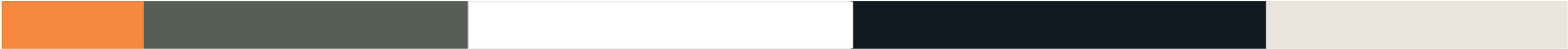
HEX	#101820
CMYK	C 74% M 71% Y 64% K 87%
RGB	r16 g24 b32
PMS	Black 6 C

## Linen



HEX	#EAE6E2
CMYK	C 7% M 7% Y 8% K 0%
RGB	R233 g228 b222
PMS	Whisper White

### Color Usage Ratio



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# Graphic Elements

## Angled Line

As a nod to the StruXure shelter's louvered groove technology, an orange angled line can be used to accent typographic treatments and denote important information, like a callout.



### Seamless Operation

Everything is designed to work in unison.  
The result is fingertip control and a dynamic connection with your outdoor space.



Each StruXure can be customized to meet virtually any existing architectural elements.

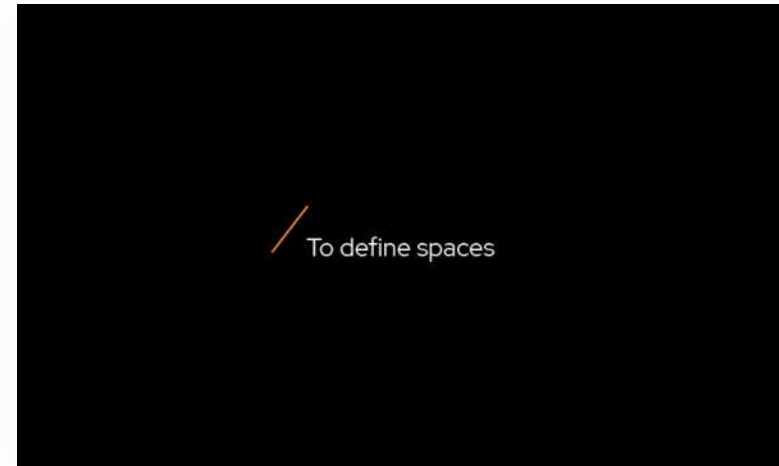


**Bringing the  
indoors, out.**

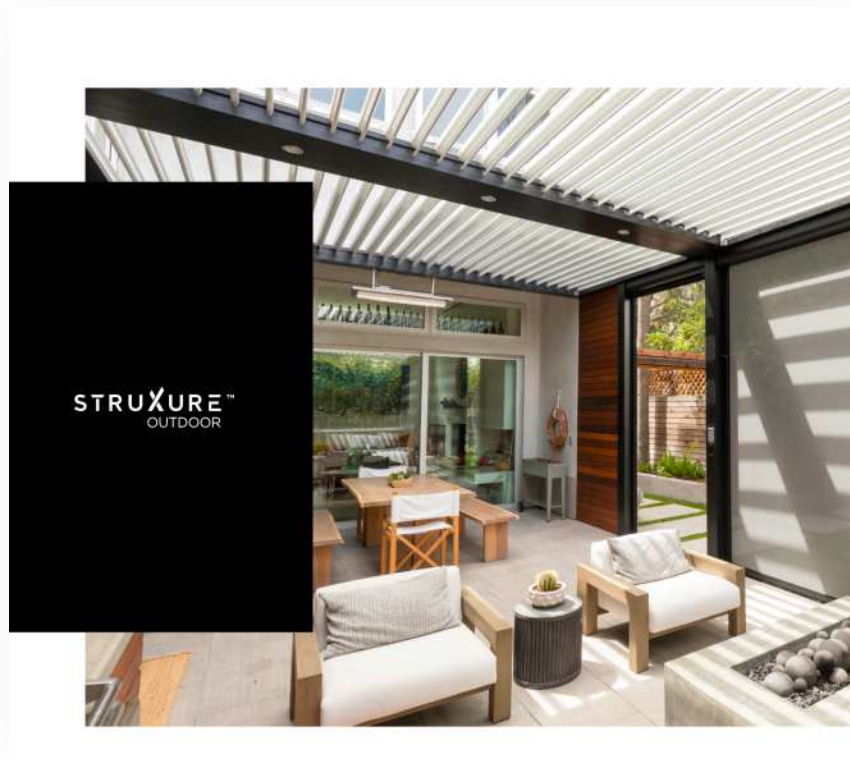
52° angle, 2 pt, square edge, accenting the top left corner of the accompanying text

# Visual Styles

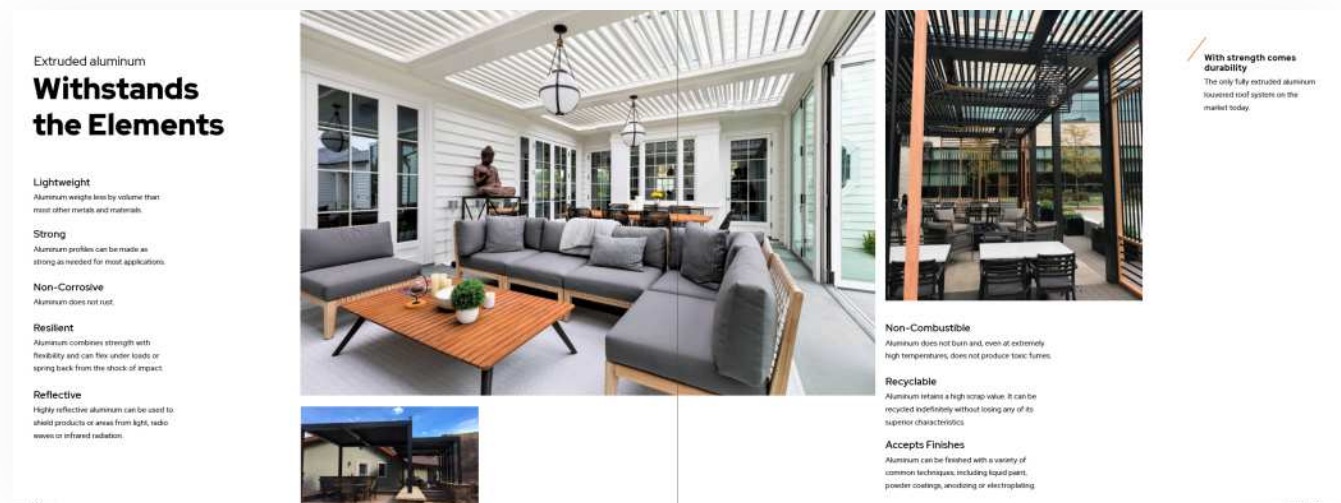
When creating visual compositions, create layouts that reflect the luxury and lifestyle of the StruXure brand. This means keeping the visuals minimal, clean, modern, and airy.



Use dramatic shifts in scale to create bold visual moments, and open, refined compositions



Use the dark black in contrast to brightly lit photography to call out important information, or highlight the StruXure brand.




Large areas of white space will make images stand out, and balance any potential clutter within the image composition. Layouts should be gridded, but the grid may be broken to keep an artistic edge.

# Visual Styles

Inverted compositions, white text on a black background, should be used intermittently. Vary the size and weight of text to make sure the information can be easily digested.

## Range of Motion




The StruXure Pivot and Slide give you the power to control the way sun and rain affect your outdoor living space.

We designed our StruXure Pivot to create shade in any space, regardless of position of the sun. Our quiet linear drive system is smooth and efficient in moving the louvers from zero to 170°. This range of motion provides complete control over both light and weather in your outdoor environment, so your plans can stay as flexible as our systems.

Your perfectly-angled louvers allow for excellent air flow, creating a cool, comfortable outdoor space, where it's possible to enjoy both the feel of the shade and the beauty of a clear blue sky. We like to think of it as the best of both worlds.

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**Pivot**

The award-winning pivot design is changing how we live outdoors with a full 170° range of motion.

The original StruXure system has been improved and perfected since its inception in 2011.

Its award-winning pivot design gives a full 170° range of motion to provide a cool oasis, regardless of the sun's position. Now available with StruXure's Sonfy technology, the Pivot can intuitively control the effects of the weather to enhance your outdoor lifestyle.

**Closed**  
When closed, the patented louver design interlocks, providing a solid shelter from rain. Water is pitched into the system's 360° integrated gutter.

**Angled In**  
Shaded space provides protection from the harmful effects of the sun. The Pivot provides SPF protection and allows you to spend more time outdoors without added sun exposure.

**Opened**  
Allow maximum light into your space with the louvers fully opened. Minimizes resistance and uplift in high winds.

**Angled Out**  
Angled louvers provide cool shade and air flow without blocking your blue sky view.

10 /

Pivot / 11

Call out different types of information with a different type treatment. Introducing a shift of scale in a composition (large image with small type) or (big type mixed with tiny type) creates a pleasing balance, and gives hierarchy to the information.



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# Aesthetic

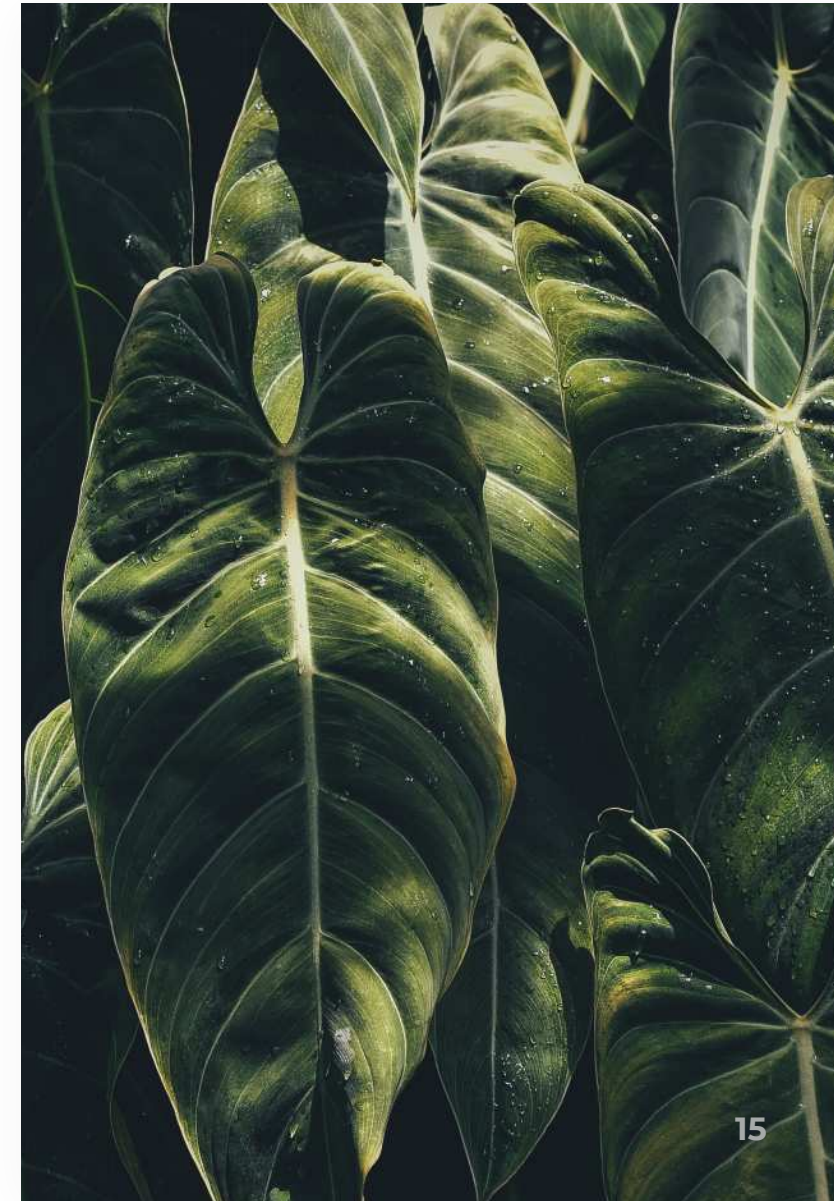
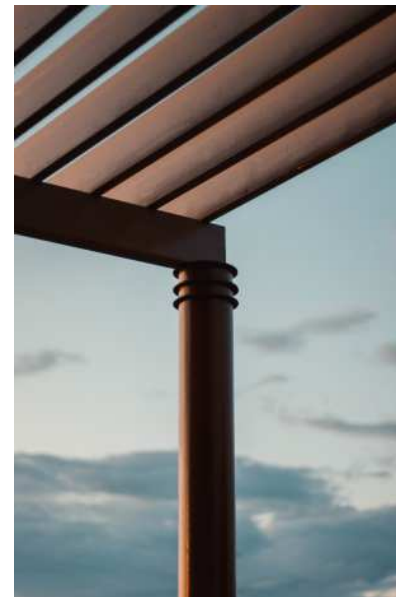
The visual mood for StruXure moving forward is minimal, open, textured, directional, and elevated.





# Photography

The photography direction embodies high-end happiness. With an artistic point of view, allow the photography to explain what life associated with a StruXure is like, as opposed to showing StruXure's alone. Reference social media strategy document.





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# Website - Dealer Guidelines

When creating or branding StruXure, Pergola X, and any other StruXure products on a dealer website, please adhere to the following guidelines:

- Dealer should be using the correct StruXure and Pergola X logos as outlined in this style guide. All logos used on website should be outbound links to the corporate site of <http://StruXure.com> or a specific page within the site like <https://struxure.com/products/pergola-x/>.
- Any imagery used from corporate or another dealer must be credited with a caption identifying the source, and must link to either the corporate website or the dealer's site whose imagery is being used.
- Any mention of StruXure or Pergola X should be in the correct format.

Correct Usage: StruXure, Pergola X

Incorrect Usage: Structure, struxure, Struxure, pergola x, pergolax

- Remove any mention of Arcadia from your website and replace with StruXure.



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# Social Media - Dealer Guidelines

When posting on social media networks, such as Facebook, Instagram, Houzz and others, dealers must follow these guidelines:

- When posting about StruXure, Pergola X, or any other StruXure-branded product, dealer must credit the brand. See example below.

Correct Usage: Check out this Pergola X made by StruXure that our team just put together for another happy customer. Call Heavenly Backyards for all of your outdoor needs! @StruXureOutdoor #StruXure #PergolaX #pergola @outdoorliving

Correct Usage: Heavenly Backyards just built this beautiful Pergola X in Palm Beach. @StruXureOutdoor #StruXure #PergolaX

Incorrect Usage: Make your backyard an oasis with a Heavenly Backyards Pergola. #outdoordesign #outdoorliving

- When posting imagery, whether it's from corporate or a dealer, you must give credit to not only StruXure but the other dealer as well.

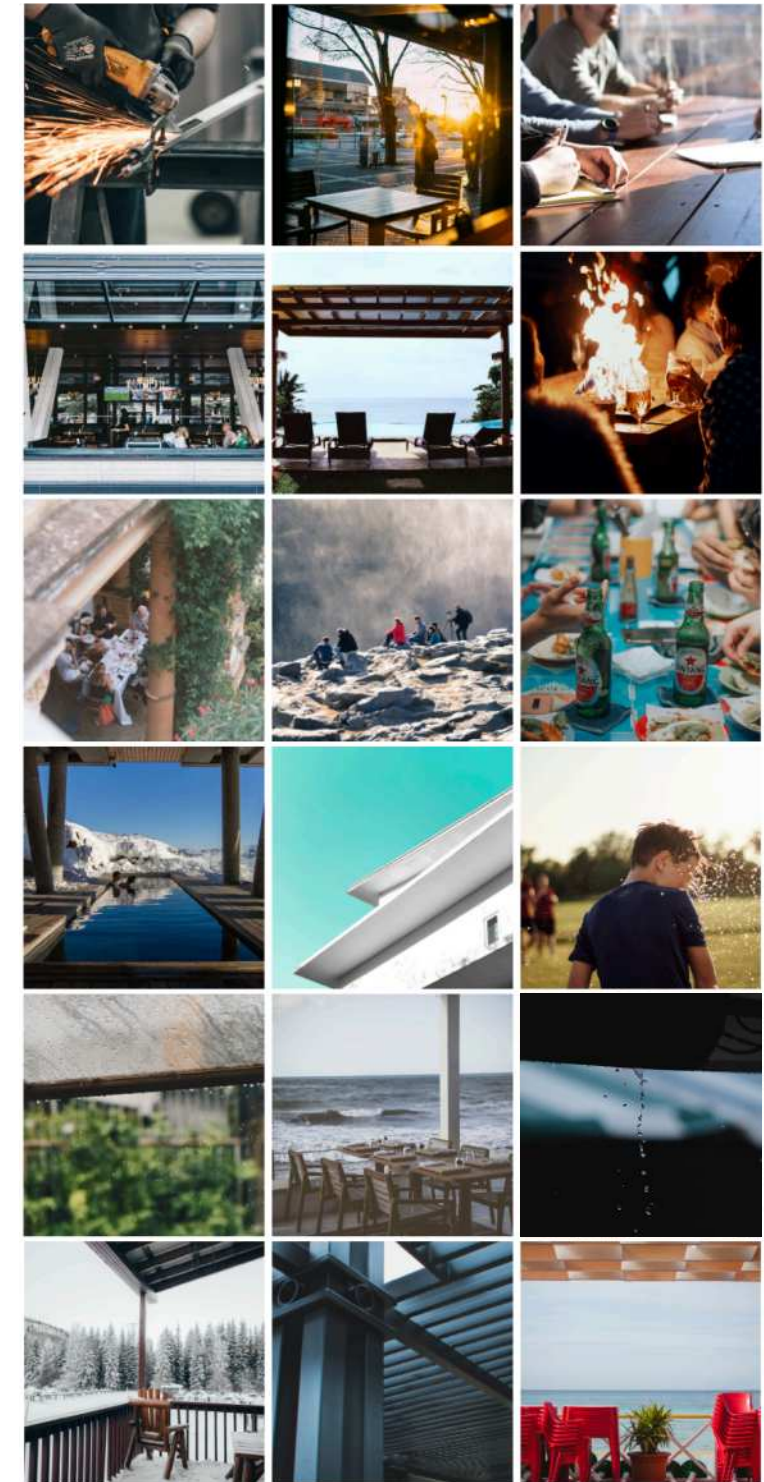
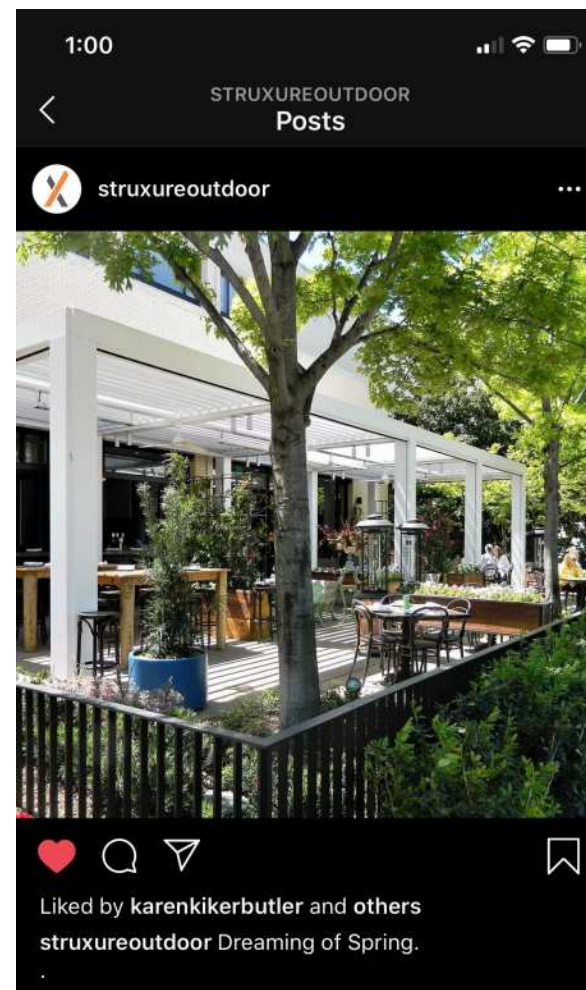
Correct Usage: A Pergola X by StruXure is a great way to increase the use and appearance of your outdoor space. @StruXureOutdoor @HeavenlyBackyards  
#StruXure #PergolaX

Incorrect Usage: A Pergola X by StruXure is a great way to increase the use and appearance of your outdoor space.

- In an effort to increase StruXure's brand recognition nationwide, we are now requiring that #StruXure and #PergolaX hashtags be present in all posts.

# Social Media

Social media platforms should showcase all aspects of the StruXure brand, and should consist of high-resolution, relatable, lifestyle imagery. Content should be focused on products, principles, promises, benefits, and inclusivity to align with the StruXure strategy. Reference social media strategy document.





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